

2011 REPORT

SAMHSA'S WELLNESS INITIATIVE

Working to Reduce Premature Death from Heart Disease, Stroke, and
Other Preventable Conditions Among People with Mental and Substance Use Disorders





JOINING TOGETHER to Promote Wellness

Since its National Wellness Summit in 2007, the Substance Abuse and Mental Health Services Administration (SAMHSA) has promoted the improved wellness of people with behavioral health problems by engaging, educating, and training providers, people with and in recovery from mental and substance use disorders, families, and policymakers.

In 2010, SAMHSA partnered with the U.S. Food and Drug Administration's Office of Women's Health (FDA/OWH) to launch an awareness initiative focused on decreasing the risk factors leading to premature death—such as trauma, social isolation, lack of access to quality and culturally attuned health care, smoking, obesity, cardiovascular disease, diabetes, and the effects of psychopharmaceuticals.

In September 2011, SAMHSA and FDA/OWH aligned its Wellness initiative with the Million Hearts™ campaign, a national initiative to prevent 1 million heart attacks and strokes over the next 5 years.

SAMHSA's Wellness efforts are guided by its partners and a multidisciplinary Steering Committee representing people with mental and substance use disorders, people in recovery from mental and substance use disorders, families, peer-run and community-based organizations, behavioral health care providers, primary care providers, and researchers. The Steering Committee provides strategic direction on communications and community outreach strategies, educational resource development, and evaluation measures.

SAMHSA gratefully recognizes these individuals who served on or staffed the Steering Committee during 2011:

- William Anthony, Ph.D.
- Meghan Caughey, M.A., M.F.A.
- Cathy Cave, Advocate
- Beckie Child, M.S.W.
- Mary Ellen Copeland, Ph.D.
- Paolo del Vecchio, M.S.W., SAMHSA
- Juliet Dorris-Williams, LISW-S
- Benjamin Druss, M.D., M.P.H.
- Anita Everett, M.D.
- Matthew Federici, M.S., CPRP
- Ben Frey, M.P.A., FDA
- Laura Galbreath, M.P.P.
- Steve Hornberger, M.S.W.
- Dori S. Hutchinson, Sc.D., LRC
- Deborah L. Kallgren, B.S., FDA/OWH
- Sanjay Koyani, M.P.H., FDA
- Lyn Legere, M.S.
- Ron Manderscheid, Ph.D.
- Mimi Martinez McKay, M.A., MLIS
- Leah McGee, Public Health Advisor, SAMHSA
- Keris Jän Myrick, M.B.A., Ph.D.c.
- Joseph Parks, M.D.
- Susana Perry, M.S., FDA/OWH
- Joe Powell, LCDC, CAS
- Clarke Ross, D.P.A.
- Marc A. Safran, M.D., FACPM, M.P.A., DFAPA
- Lauren Spiro, M.A., SAMHSA Consultant
- Peggy Swarbrick, Ph.D., OTR, CPRP, SAMHSA Consultant
- Wilma Townsend, M.S.W., SAMHSA
- Can Truong, Advocate
- Sherry Jenkins Tucker, M.A., ITE, CPS
- Betty Vreeland, M.S.N., APN.C, PMHCNS-BC, ANP-BC
- Carlton C. Whitmore, Advocate
- Jane Winterling, Advocate

OUR VISION

People with mental and substance use disorders achieve optimal health, happiness, recovery, and a full and satisfying life in the community via access to a range of effective services, supports, and resources.

OUR MISSION—OUR PLEDGE

To promote wellness for people with mental and substance use disorders by motivating individuals, organizations, and communities to take action and work toward improved quality of life, cardiovascular health, and decreased early mortality rates.

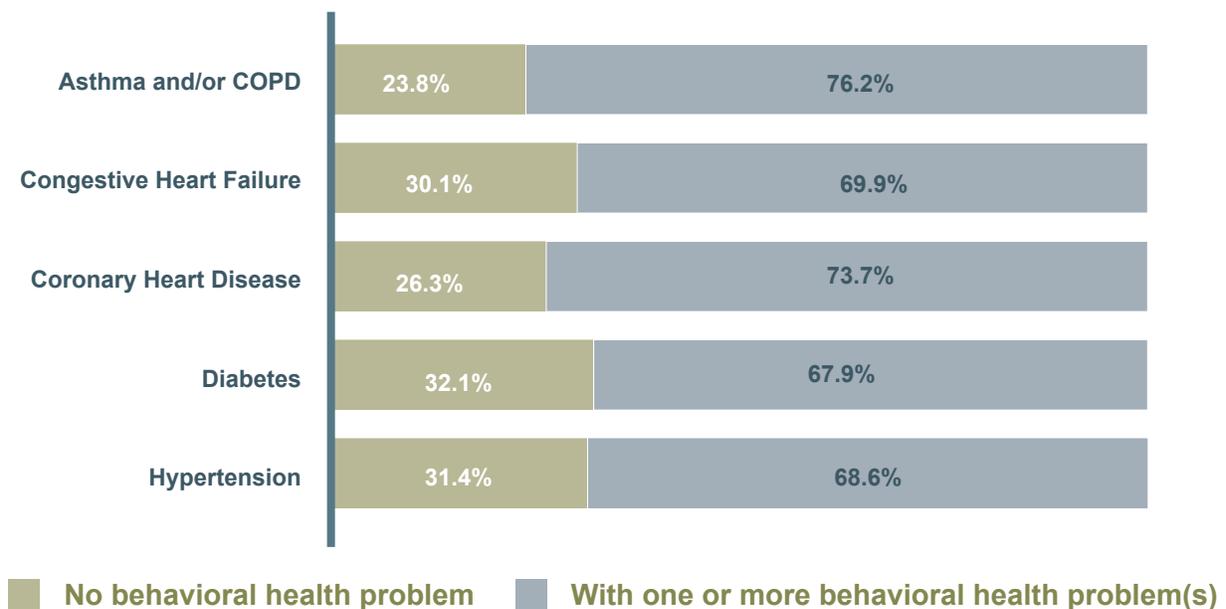
WHY WELLNESS MATTERS

During the past year, 1 in 5 adults aged 18 and older in the United States have experienced a behavioral health problem—a mental or substance use disorder. Persons diagnosed with serious mental illness and served by the public mental health system die, on average, **decades earlier** than the general population, with cardiovascular disease being the prime culprit.¹

Cardiovascular disease (CVD) is the leading cause of death in the United States.² Individuals with severe mental illnesses experience diabetes, dyslipidemia, hypertension, and obesity at approximately 1.5 to 2 times the rate of the general population.^{3,4,5} Depression has been shown to increase the risk of stroke in women.⁶ Individuals with severe mental illness are significantly more likely to die from coronary heart disease and stroke than those without mental illnesses.⁷

A 2011 study supported by the Office of Assistant Secretary of Health and Human Services concluded that Medicaid beneficiaries with disabilities showed rates of **co-morbid CVD/behavioral health conditions that were more than twice of those beneficiaries without behavioral health problems** (see Figure 1). Beneficiaries with a CVD/behavioral health disorder had per capita costs that were far higher (**2 to 3 times**) than those without behavioral health disorders.

FIGURE 1: Prevalence of behavioral health co-morbidities among Medicaid-only beneficiaries with disabilities



Source: Boyd, C., Clark, R., Leff, B., Richards, T., Weiss, C., & Wolff, J. (2011, August). Clarifying Multimorbidity for Medicaid Programs to Improve Targeting and Delivering Clinical Services. Presented to SAMHSA, Rockville, MD.



THE FACTS: Risk Factors

The following factors contribute to the increased risk for cardiovascular disease and other preventable conditions among people with mental and substance use disorders.

- **Poverty, Social Isolation, and Trauma:** Nearly 32 percent of people with behavioral health problems live below the **poverty** line.⁸ Many experience social isolation and trauma, which could lead to higher levels of stress and/or reduce access to quality primary care services that can help prevent and manage these deadly conditions.
- **Lack of Access to Quality Health Care:** Seventy-two percent of people with behavioral health problems are **unemployed**,⁹ and many lack health insurance coverage, at rates far higher than the general population. In addition, people with behavioral health problems often receive a poorer quality of health care due in part to the lack of provider knowledge about working with individuals with behavioral health problems.
- **Psychopharmaceutical Effects:** The high prevalence of CVD risk factors can be explained in part by unfavorable psychiatric medication side effects, particularly increased metabolic risk factors for CVD.^{10,11,12} Weight gain from medication treatment of schizophrenia and affective disorders is a well-established side effect of antipsychotics, affecting between **15 to 72 percent** of patients.
- **Substance Use—Alcohol and Drugs:** Heavy and binge **drinking** is associated with numerous health problems, including damage to liver cells, inflammation of the pancreas, various cancers, high blood pressure, and psychological disorders.¹³
- **Tobacco:** Seventy-five percent of people with behavioral health problems **smoke cigarettes** (compared to 23 percent of the general population¹⁴) and represent 44.3 percent of the U.S. tobacco market.¹⁵ Half of all deaths from smoking occur among patients with mental or substance use disorders. Every year, smoking kills about **200,000** people who live with mental illnesses.¹⁶
- **Obesity:** Obesity is frequently accompanied by diagnosed depression, and the two can trigger and influence each other.¹⁷ In fact, a study of obese people with binge eating problems found that **51 percent** also had a history of major diagnosed depression.



2011

Planting Seeds for Wellness

WELLNESS AND RECOVERY

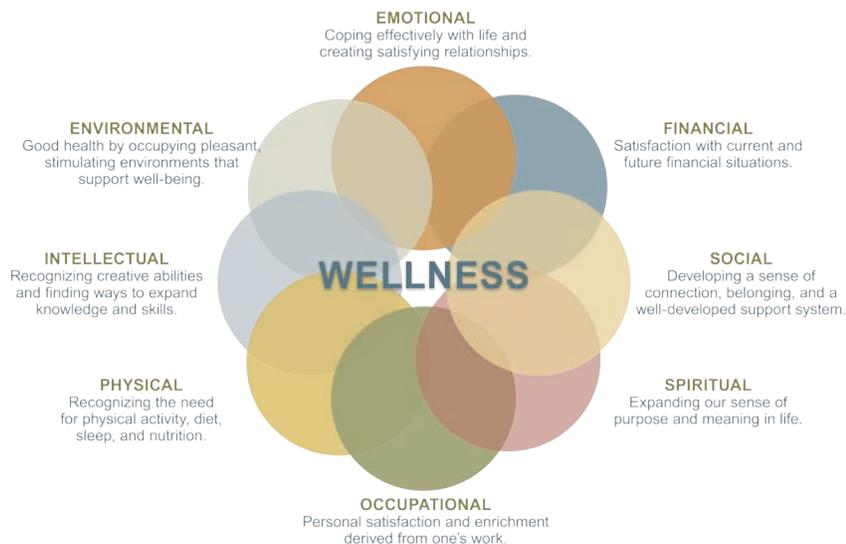
As part of its **Recovery Support Strategic Initiative**, SAMHSA recently announced the following new working definition of recovery from mental and substance use disorders that captures the essential, common experiences of those recovering from mental disorders and substance use disorders:

*Recovery is a process of change through which individuals improve their **health and wellness**, live a self-directed life, and strive to reach their full potential.*

Through the Recovery Support Strategic Initiative, SAMHSA has delineated four major dimensions that support a life in recovery:

- **Health:** overcoming or managing one's disease(s) as well as living in a physically and emotionally healthy way
- **Home:** a stable and safe place to live
- **Purpose:** meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income, and resources to participate in society
- **Community:** relationships and social networks that provide support, friendship, love, and hope

For people with behavioral health problems, wellness is not the absence of disease, illness, or stress, but the presence of purpose in life, active involvement in satisfying work and play, joyful relationships, a healthy body and living environment, and happiness.¹⁸



SAMHSA and FDA/OWH are taking a holistic approach for addressing wellness factors, including CVD and other conditions associated with premature death. Our message strategy is guided by the **Eight Dimensions of Wellness**.¹⁹

Incorporating the Eight Dimensions of Wellness into one's recovery journey helps to create a healthier lifestyle.



2011

Planting Seeds for Wellness

OUR OBJECTIVES

In 2011, our objectives included:

- (1) To increase public awareness about the premature death of people with mental and substance use disorders due to cardiovascular disease, diabetes, metabolic syndrome, lung disease, and other contributing factors, including trauma, social isolation, unemployment, poverty, and inadequate healthcare.
- (2) To provide educational resources, tools, and technical assistance that are guided by the Eight Dimensions of Wellness and motivate people to make healthier lifestyle choices (e.g., smoking freedom, nutritious foods, exercise, social connections, spirituality, creative or intellectual endeavors).
- (3) To mobilize individuals, family members, peer providers, health care providers, community- and faith-based organizations, government agencies, and institutions (i.e., homeless shelters, jails, hospitals, rehabilitation facilities) around the pursuit of wellness as part of recovery and essential for a healthy, full, and satisfying life in the community.
- (4) To ensure that all of our outreach strategies, messages, resources, and program tools are person-directed, strength-based, trauma-informed, and culturally relevant.

OUR STRATEGIES

In 2011, our strategies included:

- (1) **Promoting the Eight Dimensions of Wellness** as part of recovery and everyday life through SAMHSA and FDA/OWH educational resources, Web pages, email updates, training teleconferences, and conference presentations.
- (2) **Launching National Wellness Week** and mobilizing individuals, as well as national and community organizations, to activate the Pledge for Wellness by incorporating the Eight Dimensions of Wellness into their lives and/or communities.
- (3) **Forging partnerships** that increased the opportunity to disseminate wellness messages, tools, and resources to our target audiences, specifically people with mental and substance use disorders, people in recovery, family members, and behavioral health and primary care providers.



2011 WELLNESS INITIATIVE Results

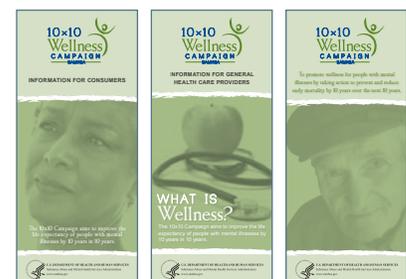
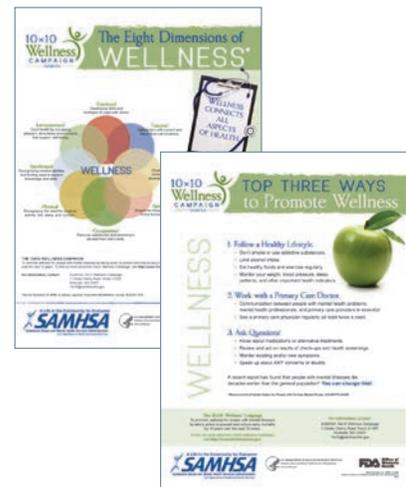
STRATEGY #1: PROMOTING THE EIGHT DIMENSIONS OF WELLNESS

In 2011, we implemented a number of tactics, including disseminating educational materials, driving traffic to SAMHSA's Wellness Web pages, speaking at conferences, and distributing an email update.

FREE EDUCATIONAL MATERIALS

The SAMHSA Store had an initial supply of 10,000 copies of three wellness-related brochures and two wellness posters. The supply was depleted in less than 6 months, and SAMHSA re-ordered another 20,000 copies of each educational tool. Once again, the supply was depleted in less than 3 months, demonstrating the high demand for free wellness educational resources.

- (1) **Eight Dimensions of Wellness Poster**—Teaches ways to incorporate the Eight Dimensions of Wellness into recovery and life.
- (2) **Top Three Ways to Promote Wellness Poster**—Outlines the top ways to incorporate wellness into primary and behavioral health care.
- (3) **Wellness Brochure for Consumers**—Provides information about wellness and its importance in overall health—physical and mental—and how to incorporate the Eight Dimensions of Wellness into life and recovery.
- (4) **Wellness Brochure for General Health Care Providers**—Encourages primary care clinicians to provide consumer-directed care to people with mental and substance use disorders, and includes pertinent facts, information about the Eight Dimensions of Wellness, and tips for working with a person's behavioral health care provider.
- (5) **About the Wellness Campaign Brochure**—Describes SAMHSA's efforts to promote wellness for people with mental and substance use disorders.



In addition to these Wellness materials, the FDA/OWH has an array of booklets that promote safe medication use for conditions relating to metabolic syndrome, cardiovascular disease, and diabetes, as well as depression.

Medication Booklets

- Cholesterol: Medicines To Help You
- Depression: Medicines To Help You
- Diabetes Medicines
- High Blood Pressure: Medicines To Help You
- Insulin
- Menopause: Medicines To Help You
- Smoking: Medicines To Help You

The FDA/OWH also has a number of fact sheets and brochures related to the conditions that lead to early mortality for people with serious behavioral health problems:

- Cholesterol
- Depression
- Diabetes
- Heart disease
- High blood pressure
- Sleep disorders
- Stroke

Visit www.fda.gov/womens to access these educational materials.



In 2012, SAMHSA and its partners will expand the educational materials focused on wellness. Stay informed! Visit <http://www.samhsa.gov/wellness> and sign up for our email updates.

WEB SITE—SAMHSA.GOV/WELLNESS

Local Activities
Information is available for states shown in yellow. Click on the state abbreviation to view activities:



[back to top](#)

Alabama
Event: Contact the sponsoring organization
Organization: Wings Across Alabama
Date: Contact the sponsoring organization
Time: Contact the sponsoring organization
Location: Contact the sponsoring organization
More information: <http://www.wingsalabama.org>
[back to map](#)

Alaska
Event: Contact the sponsoring organization
Organization: Alaska Peer Support Consortium
Date: Contact the sponsoring organization
Time: Contact the sponsoring organization
Location: Contact the sponsoring organization
More information: <http://www.akpeersupport.org>
[back to map](#)

Arizona
Event: Contact the sponsoring organization
Organization: Recovery Empowerment Network
Date: Contact the sponsoring organization
Time: Contact the sponsoring organization
Location: Phoenix
More information: <http://www.recoveryempowermentnetwork.com>

On SAMHSA's Wellness Web pages, visitors will find information about the problem of premature death for people with mental and substance use disorders, as well as the contributing factors for this problem, including higher rates of CVD and other preventable conditions.

SAMHSA maintains a resource area for individuals, organizations, and communities to share recent news, research, publications, and promising practices from community efforts.

Cumulatively, the Wellness Web pages generated the following traffic in 2011:

- 453,553 Web hits
- 58,912 Web visits
- 28,150 Unique Web visitors
- Average length of stay: **10 minutes and 38 seconds**



In 2012, SAMHSA will update its Wellness Web pages with more resources and useful wellness tools for people with mental and substance use disorders, peer specialists, families, health care providers, and others interested in promoting wellness.

Bookmark it: <http://www.samhsa.gov/wellness>

EMAIL UPDATES



During 2011, we distributed 40 email updates and grew the distribution list from 1,812 to 2,838 recipients. These communications included:

- Updates about SAMHSA's Wellness efforts
- Information about new research, educational resources, or funding opportunities related to wellness
- Spotlights highlighting community-based promising practices
- Announcements about upcoming events
- News and educational resources available from the FDA/OWH and Million Hearts campaign



In 2012, SAMHSA will complement these email updates with social media messages on its Facebook and Twitter profiles.

TRAINING TELECONFERENCES

Below are the trainings we hosted that continue to be accessed and downloaded via the archive. Our total number of downloads as of November 2011 is more than 20,100.

Date	Topic	Speakers	Estimated Reach <i>As of November 2011</i>
March 2010	Focus on Wellness to Increase Life Expectancy and Healthy Living of Individuals with Mental Health Problems	<ul style="list-style-type: none"> • Joseph Parks, M.D. • Peggy Swarbrick, Ph.D., OTR, CPRP • Lauren Spiro, M.A. 	<ul style="list-style-type: none"> • 748 callers • 1,811 downloads
May 2010	New Frontiers in Smoking Cessation to Support Wellness Among People with Mental Health Problems	<ul style="list-style-type: none"> • Chad Morris, Ph.D. • Marlene Reil, Ph.D., CASAC • Marie Verna 	<ul style="list-style-type: none"> • 941 callers • 1,838 downloads
July 2010	Safe Medication Use As an Essential Component of Wellness Among People with Mental Health Problems	<ul style="list-style-type: none"> • Karen D. Weiss, M.D., M.P.H. • Gerald "Jerry" Overman, Pharm.D., BCPP • Mark Davis, M.A. 	<ul style="list-style-type: none"> • 436 callers • 2,144 downloads
October 2010	Tracking Wellness Measures to Increase Life Expectancy Among People with Mental Health and Substance Use Disorders	<ul style="list-style-type: none"> • Meghan Caughey, M.A., M.F.A. • Elsie Freeman, M.D., M.P.H. • Ron Manderscheid, Ph.D. 	<ul style="list-style-type: none"> • 546 callers • 2,078 downloads
December 2010	Prevention and Holistic Approaches to Wellness—A Fresh Perspective on Mental Health Recovery	<ul style="list-style-type: none"> • Sherry Jenkins Tucker • Ken Jue • Prachi Patel 	<ul style="list-style-type: none"> • 652 callers • 2,688 downloads
March 2011	The Impact of Trauma on Wellness: Implications for Comprehensive Systems Change	<ul style="list-style-type: none"> • Cathy Cave • Roger Fallot, Ph.D. • Ann Jennings, Ph.D. 	<ul style="list-style-type: none"> • 1,922 callers • 4,084 downloads
July 2011	Joining Together for Wellness and Recovery—The First National Wellness Week	<ul style="list-style-type: none"> • Mary Ellen Copeland, Ph.D. • Larry Fricks • Angélica García • Joe Powell, LCDC, CAS • Peggy Swarbrick, Ph.D., OTR, CPRP • Wilma Townsend, M.S.W. 	<ul style="list-style-type: none"> • Approximately 500 callers • 5,455 downloads

CONFERENCE PRESENTATIONS

Through our presence at conferences, we directly reached nearly 11,000 people with ways to promote wellness in communities. The following are the conferences in which SAMHSA, FDA/OWH, or Wellness Steering Committee members presented at as keynote or workshop speakers.

Conference	Date	Estimated Reach
SAMHSA/Center for Substance Abuse Prevention's 7th Community Prevention Day	February 7	90
National Council for Community Behavioral Healthcare Pre-conference Institute	May 1	200
U.S. Psychiatric Rehabilitation Association	June 13–16	1,200
On Our Own Maryland	June 9–10	400
HHS Office of Women's Health Annual Meeting	June 27–29	300+
National Medical Association	July 23–27	5,000
National Association of Peer Specialists	August 22–24	300+
Behavioral Health Alliance of Rural Pennsylvania	September 14	600+
National Leadership Council/Multiethnic Advocates for Cultural Competence	September 28–30	500
Alternatives 2011 (Six wellness workshops and an exhibit table)	October 26–30	800
American Psychiatric Association Institute on Psychiatric Services	October 27	1,500+

STRATEGY #2: MOBILIZING INDIVIDUALS AND COMMUNITIES

To mobilize individuals and communities around wellness, SAMHSA and FDA/OWH launched the first National Wellness Week from September 19 to 25, 2011, as part of National Recovery Month. The theme for the week was *Living Wellness*.

The overarching goal for National Wellness Week was to inspire individuals to take one step to improve their health and lifestyle choices through the Eight Dimensions of Wellness.

To promote National Wellness Week and encourage community participation, we participated in two National Recovery Month news conferences and hosted a National Wellness Week Virtual Town Hall Meeting in Webinar format with approximately 500 attendees. We also reached out by phone and email to dozens of consumer-run organizations and county agencies across the country to recruit local involvement.

NATIONAL ORGANIZATIONS

Several national organizations promoted National Wellness Week through their communications vehicles and their membership. Here are some examples of how they activated their Pledge for Wellness.



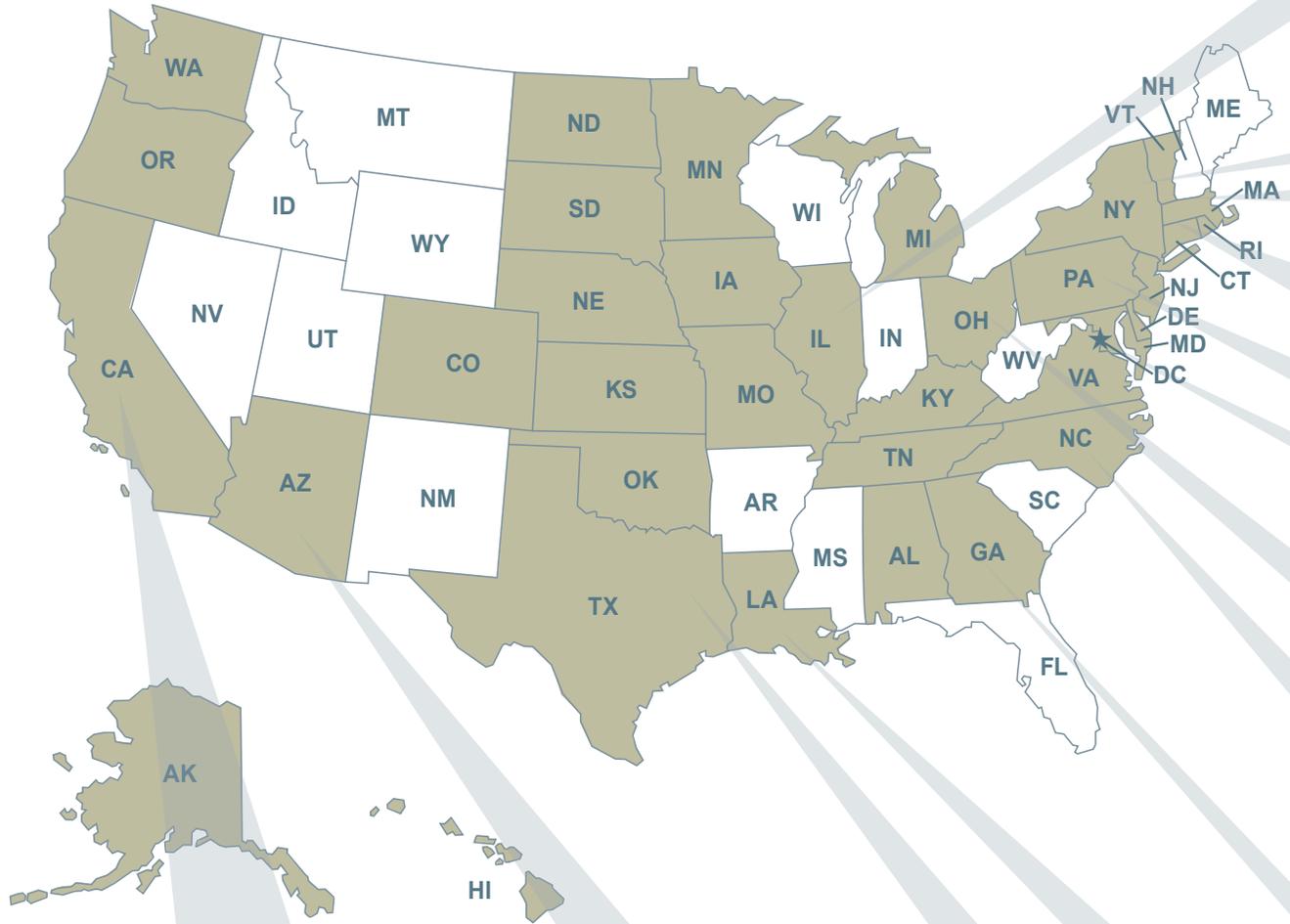
Clockwise from the top: Wellness Works Initiative Web Page, Line Dance for Wellness at the National Association of Peer Specialists, Line Dance for Wellness at the American Psychological Association, Line Dance for Wellness at SAMHSA.

- The National Empowerment Center, together with the National Coalition for Mental Health Recovery and the consumer-run and consumer-supported Technical Assistance Centers—the National Mental Health Consumers' Self-Help Clearinghouse, Peerlink, the CAFÉ TA Center, and the NAMI STAR Center—invited people to submit pieces of original creative work expressing what wellness means in their lives and for communities. Hundreds of individuals contributed art, poetry, videos, and music. Visit <http://www.power2u.org/wellnessworks/index.htm> to see some of the works that were submitted.
- Several organizations or resource centers hosted Wellness-related presentations via **Webinars**, including National Mental Health Consumers' Self-Help Clearinghouse; Peerlink National Technical Assistance Center; SAMHSA's Resource Center to Promote Acceptance, Dignity, and Social Inclusion Associated with Mental Health (ADS Center); ClearMind Inc.; and American Psychiatric Nurses Association.
- The American Psychiatric Association and the Council on Social Work Education distributed information about wellness to their members through their **e-newsletters** and **Web site**.
- The American Psychological Association promoted its wellness tools on its Web site and hosted a **Line Dance for Wellness** at its headquarters in Washington, D.C. Several national organizations hosted a Line Dance for Wellness, such as SAMHSA, American Psychological Association, and National Association of Peer Specialists.

COMMUNITY ORGANIZATIONS

In its first year, more than 100 organizations in 36 states participated in National Wellness Week or promoted its messages through their organizational communications channels (Web sites, newsletters, activities, programs, etc.). Nearly half of the organizations participating were consumer-run organizations. Here are some examples of the activities that happened across the country, including wellness fairs, educational workshops, and Line Dance for Wellness parties.

■ States that held National Wellness Week Activities in 2011



In **ARIZONA**, the Marc Center of Mesa hosted a series of events and activities focused on wellness, including educational workshops, a wellness fair, and a Line Dance for Wellness.

In **CALIFORNIA**, Tulare County Health and Human Services Department of Mental Health and Sierra Hills hosted a special wellness open house. They featured the Delano Line Dancers, refreshments, and information booths.

In **TEXAS**, Prosumers participated in the Line Dance for Wellness by hosting "Boot Scooting to Recovery."

In **ILLINOIS**, Chesnut Health System hosted a “Wellness Fair” to teach attendees about exercise, nutrition, relaxation, financial wellness, smoking cessation, stress reduction, and much more.

In **NEW YORK**, Bienestar-VIP Community Services hosted a Movie and Healthy Snacks night, encouraging people to get together and enjoy great movies with friends.

In **MASSACHUSETTS**, Boston University Center for Psychiatric Rehabilitation hosted an event called “Stand Still–Keep Fit–Standing Qigong Exercises.”

In **CONNECTICUT**, the Southeastern Mental Health Authority promoted wellness in their lobby with informational materials on the Eight Dimensions of Wellness, access to national Web sites aimed at achieving healthy lifestyles, completion of a wellness assessment, and a door prize.

In **PENNSYLVANIA**, Milestone Centers Inc. hosted “Milestone Celebrates Wellness Week,” a 3-day celebration of health activities, including a mobile medical van, nutrition information, and line dancing.

In **D.C.**, Healthy Living Inc. hosted an “Everyday Vegan Cooking Class” to educate people of all backgrounds how to plan and prepare simple, delicious, and healthy meals.

In **OHIO**, The Main Place and Recovery Center in Newark, The Peer Center in Columbus, and Mental Health America of Licking County hosted a variety of National Wellness Week activities. The Main Place and Recovery Center even choreographed a new dance for the participants of their Line Dance for Wellness.

In **NORTH CAROLINA**, Recovery Innovations held “Creative Xpress!ons for Recovery,” an event that showcased a variety of creative work by people in recovery from both mental disorders and substance use disorders that expressed what wellness means in their lives.

In **GEORGIA**, the Georgia Mental Health Consumer Network Inc. held a “Learn and Dance” event. They participated in a 15-minute “flash mob contra dance” in a store parking lot and hosted a cookout immediately afterward.

In **LOUISIANA**, Meaningful Minds promoted wellness with a tree planting at a local State hospital that treats people with behavioral health challenges.

Thank you to the organizations that activated their pledge in this first year by participating in National Wellness Week! Visit <http://www.samhsa.gov/wellness> to see how other organizations celebrated wellness and recovery.

National Wellness Week Participating Organizations	City/State
Alaska Peer Support Consortium	Anchorage, AK
Wings Across Alabama	Montgomery, AL
Arizona Division of Behavioral Health Services	Phoenix, AZ
Arizona Division of Behavioral Health Services	Tucson, AZ
Marc Center of Mesa	Mesa, AZ
Marc Center of Mesa	Phoenix, AZ
Recovery Empowerment Network	Phoenix, AZ
TERROS The Meadows	Phoenix, AZ
Butte County Department of Behavioral Health Advisory Board	Chico, CA
City of Berkeley Community Services	Berkeley, CA
National Coalition for Mental Health Recovery	Oakland, CA
National Coalition for Mental Health Recovery	San Francisco, CA
Pacific Clinics	Santa Fe Springs, CA
PEERS—Peers Envisioning and Engaging in Recovery Services	Oakland, CA
Project Return Peer Support Network	Los Angeles, CA
Tulare County Health & Human Services Department of Mental Health and Sierra Hills	Porterville, CA
Southeastern Mental Health Authority	Norwich, CT
Healthy Living, Inc.	Washington, DC
National Coalition for Mental Health Recovery	Washington, DC
SAMHSA/HRSA Center for Integrated Health Solutions	Washington, DC
United Methodist Church—General Board of Church and Society	Washington, DC
Georgia Mental Health Consumer Network, Inc.	Decatur, GA
United Self Help	Throughout Hawaii
Chestnut Health System	Salem, IL
Iowa Advocates for Mental Health Recovery (IAMHR)	Dubuque, IA
Kansas Consumer Advisory Council for Adult Mental Health, Inc.	Wichita, KS
Mountain PAR—People Advocating Recovery	Allen, KY
Meaningful Minds of Louisiana	Lafayette, LA
Carroll County Health Department—Bureau of Addictions	Westminster, MD
On Our Own of Maryland	Hagerstown, MD
Boston University Center for Psychiatric Rehabilitation	Boston, MA
Massachusetts Department of Mental Health	Tewksbury, MA
The Transformation Center	Roxbury, MA
Western Mass Community Based Flexible Supports Wellness Team	Greenfield, MA
Western Mass Community Based Flexible Supports Wellness Team	Northampton, MA
Western Massachusetts Recovery Learning Community	Springfield, MA
Consumer Network Services of Michigan	Throughout Michigan
Healing Circle Access to Recovery	Throughout Michigan
Minnesota Recovery Connection	Minneapolis, MN
Spectrum Community Mental Health/NW Community Support Program	Crystal, MN
Phoenix Programs, Inc.	Columbia, MO
Community Innovations, Inc.	Whiteville, NC

National Wellness Week Participating Organizations	City/State
Durham County Criminal Justice Resource Center, First Presbyterian Church, Jersey Mike's Subs, North Duke Street, Durham Center	Durham, NC
NAMI Western Carolina, Inc.	Asheville, NC
PBH Solutions and Office of Consumer Affairs	Kannapolis, NC
Recovery Innovations of North Carolina	Greenville, NC
Recovery Innovations of North Carolina	New Bern, NC
Nebraska Division of Behavioral Health	Lincoln, NE
Collaborative Support Programs of New Jersey	Wall-Neptune, NJ
Bridgeway, Inc.	Scotch Plains, NJ
Camden County Health Services	Blackwood, NJ
Bienestar–VIP Community Services	Bronx, NY
New Freedom Center, Heartview Foundation, Teen Challenge, ND Division of Substance Abuse and Mental Health, NAADAC, Cloverdale Foods, North Dakota Addiction Treatment Providers Coalition, Prairielands Addiction Technology Transfer Center	Bismarck, ND
The Main Place and Recovery Center	Newark, OH
Mental Health America of Licking County	Newark, OH
The Peer Center	Columbus, OH
Central Oklahoma Community Mental Health Center, Oklahoma Department of Mental Illness and Substance Abuse	Norman, OK
Edwin Fair Community Mental Health Center	Ponca City, OK
Cascadia Behavioral Healthcare	Portland, OR
Lane County Behavioral Health Services	Eugene, OR
NAMI Lane County	Eugene, OR
Project ABLE, Inc.	Salem, OR
Beaver County Behavioral Health	Rochester, PA
Milestone Centers, Inc.	Pittsburgh, PA
PRO-ACT	Philadelphia, PA
The Kent Center for Human & Organizational Development	Warwick, RI
The Cottage Peer Support Center	Jasper, TN
NAMI–Tennessee and Tennessee Department of Mental Health	Nashville, TN
Tennessee Department of Mental Health, Amerigroup Community Care, Centerstone, NAMI-Davidson County, NAMI–Tennessee, Tennessee Mental Health Consumers' Association, United Healthcare Community Plan and Volunteer Behavioral Health	Nashville, TN
Association of Persons Affected by Addiction (APAA)	Dallas, TX
Center for Life Resources	Brownwood, TX
Hogg Foundation for Mental Health	Austin, TX
Prosumers of Texas	Fort Worth, TX
Prosumers of Texas	Houston, TX
Prosumers of Texas	San Antonio, TX
Highlands Community Services Center for Behavioral Health	Abingdon, VA
Copeland Center for Wellness and Recovery	Brattleboro, VT
Lifeline Connections	Vancouver, WA



MEDIA OUTREACH

National Wellness Week activities attracted media coverage in communities across the country. The coverage included newspaper articles and television broadcast reports about partner organization events such as Line Dances for Wellness, wellness walks, and wellness fairs.

We supported the 100 community organizations participating in National Wellness Week with technical assistance for media outreach and social media tactics. We coached them on media pitching and provided pre-written social media messages and template media materials. Several local organizations secured media placements for their activities as well as their organizations' year-round efforts to promote wellness. Local Wellness Week activities featured online may have yielded more than 6 million Web site page views nationwide.

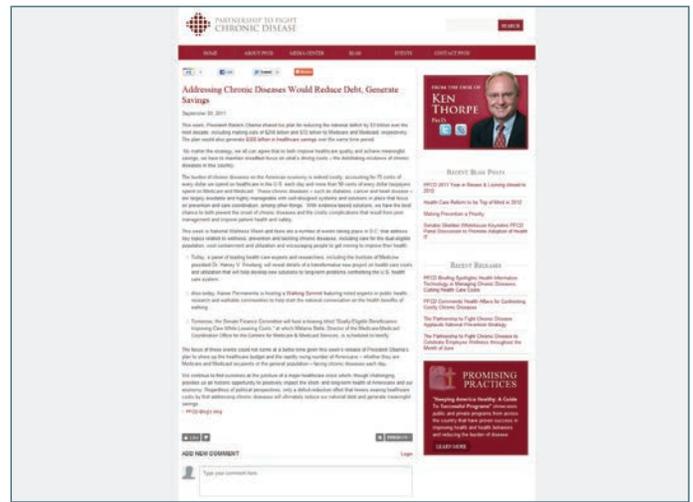
Specific media placements:

- The Bakersfield Californian, Bakersfield, CA
- Warwick Beacon, Warwick, RI
- KMPH Fox 26, Fresno, CA
- The Winklerpost, Wink, TX
- The Daily Courier, Prescott, AZ
- NWTN Today, Nashville, TN
- Associated Press (AP)—Phoenix Bureau, Phoenix, AZ
- CBS 5 News at 5 PM—KPHO-TV, Phoenix, AZ
- Individual.com, Washington, DC
- KNXV-TV—Online, Phoenix, AZ
- Messenger—Online, The, Union City, TN
- Norman Transcript—Online, The, Norman, OK
- Warwick Beacon—Online, Warwick, RI
- WJTV-TV—Online, Jackson, MS



BLOGS

At least 17 health blogs featured information about National Wellness Week activities or encouraged readers to incorporate the Eight Dimensions of Wellness into their daily lives, including two from USA.GOV.



Blog Posts and Organizational Newsletters	
AllNurses.com-kwyattmd's Nursing	http://allnurses.com/member-activity.php?u=617523&do=blog
American Psychiatric Association-Healthy Minds. Healthy Lives.	http://www.healthyminds.org/main-topic/wellness.aspx
American Psychological Association	http://www.apa.org/pi/mfp/psychology/recovery-to-practice/wellness.aspx
American Psychological Association E-Card	http://www.apa.org/pi/e-card/wellness-week.aspx
Arizona Department of Health Services Director's Blog	http://directorsblog.health.azdhs.gov/?tag=samhsa
The CAFÉ TA Center	http://cafetacenter.net/2011/07/396/
College and University Health Education	http://universityhealth.wordpress.com/2011/09/21/national-wellness-week/
Daily Wellness	http://paper.li/LivingGreenerFL/1303239173
Dupage County Health Department	http://www.dupagehealth.org/news/wellnessweek
Evansville State Hospital Newsletter	http://www.in.gov/fssa/dmha/files/ESH_-_Sept_Oct_2011_community_newsletter.pdf
Greatist	http://www.greatist.com/health/wellness-week/#
Magellan Health Services, Inc.	http://www.magellanofaz.com/media/415949/750.pdf

Blog Posts and Organizational Newsletters	
McPherson Counseling Services Blog	http://www.merchantcircle.com/blogs/McPherson.Counseling.Services.904-548-0160/2011/9/Magellan Health Services, Inc.
NAMI Greater Des Moines–National Alliance on Mental Illness	http://www.namigdm.org/index.cfm?nodeID=37002&audienceID=1&action=detail&eventid=33831
NAMI–National Alliance on Mental Illness	http://www.namimass.org/eight-dimensions-of-wellness-national-wellness-week-kickoff
NAMI Massachusetts–National Alliance on Mental Illness	http://www.namimass.org/national-wellness-week-september-19-25-2011
NAMI Massachusetts–National Alliance on Mental Illness	http://www.namimass.org/eight-dimensions-of-wellness-national-wellness-week-kickoff
National Empowerment Center, Inc.	http://www.power2u.org/wellnessworks/national-wellness-week.htm
Ohio Association of County Behavioral Health Authorities	http://oacbha.org/2011/09/19/celebrating-national-wellness-week/
Partnership to Fight Chronic Disease	http://www.fightchronicdisease.org/node/426
Peers Envisioning and Engaging in Recovery Services (PEERS)	http://www.peersnet.org/news/2011-10/samhsa-emotional-health-only-one-piece-personal-wellness
Proactive Planning	http://proactiveplanning.org/2011/09/20/wellness-works-iniative-sponsored-by-the-national-empowerment-center/
Project Return Peer Support Network Blog	http://blog.prpsn.org/2011/09/01/national-recovery-month/
Ruminations from a Redhead	http://felfoldi.wordpress.com/2011/09/20/what-is-wellness/
samhsa.gov–SAMHSA Blog	http://blog.samhsa.gov/2011/09/22/find-out-how-you-can-participate-in-national-wellness-week/
Spirit Works Foundation	http://www.spiritworksfoundation.org/2011/09/
Sweetser	http://www.sweetser.org/blog/view/sweetser-leads-multi-agency-effort-spotlighting-national-month-recovery
Tennessee Government	http://news.tennesseeanytime.org/node/7810
Tennessee Government–Department of Mental Health	http://www.tn.gov/mental/up_event_images/MyLife.html
The Ultimate Answer	http://www.theultimateanswer.org/blog/tag/10x10-wellness-week/
USA.gov	http://blog.usa.gov/post/10484251741/find-out-how-you-can-participate-in-national-wellness
Vanguard Communications–InSites	http://www.vancomm.com/insites/2011/09/line-dancing-our-way-to-wellness/
Well Commons	http://wellcommons.com/groups/bert-nash-community-mental-health-center/2011/sep/20/its-wellness-week-but-what-does-that-mean/
Wellness Institute	http://welltacc.org/institute-news/288-words-of-wellness-august-5-2011.html
Wellness Institute	http://welltacc.org/institute-news/285-national-wellness-week-and-wellness-works.html



SOCIAL MEDIA

National Wellness Week-related messages and images were posted on SAMHSA's **Twitter** and **Facebook** profiles. To encourage collaborating organizations to join the National Wellness Week Twitter conversation, the **hashtags** #NWW2011 and #DanceForWellness were established to highlight the importance of overall wellness and the Eight Dimensions of Wellness.

Ongoing dialog about mental and physical wellness and National Wellness Week activities, as well as participation in these online forums, **increased traffic** to the National Wellness Week Web page and overall exposure to SAMHSA Wellness messages.

At the outset of the social media campaign planning, Twitter and Facebook were identified as the social media outlets to be used in Wellness Week outreach efforts. Leveraging SAMHSA's Office of Communications' existing social media audiences on these channels, we used those accounts to streamline our messages, especially in conjunction with Recovery Month messages. SAMHSA social media followers, friends, and fans comprise key audiences, such as organizations focused on mental and substance use disorders, peer-run organizations, primary and behavioral health care organizations, individuals with lived experience and their peers, friends, family members. SAMHSA used hashtags (keywords), bit.ly links, and Facebook updates to track National Wellness Week outreach. The following were the results:

During National Wellness Week, SAMHSA's Twitter followers increased by 307 (from 9,581 to 9,888) and SAMHSA's Facebook "likes"/fans increased by 151 (from 11,349 to 11,500). Nearly 1,500 fans and followers clicked on National Wellness Week-related links in our tweets and Facebook updates (tracked with SAMHSA's bit.ly account).

TWITTER

- SAMHSA tweeted 29 times during the week.
- SAMHSA used eight hashtags, including #NWW2011, #DanceForWellness, #wellness, #substanceuse, #recovery, #health, #wellbeing, and #mentalillness.
- Tweets included wellness facts, the Eight Dimensions of Wellness, each dimension, the Line Dance, and nearly all included bit.ly links to the Web site.
- Followers retweeted SAMHSA's tweets 290 times.

FACEBOOK

- SAMHSA posted 4 updates during the week.
- 83 fans "liked" various message updates about National Wellness Week.
- 41 fans shared SAMHSA's updates.
- 7 fans mentioned SAMHSA in their updates about National Wellness Week.
- 5 fans commented on SAMHSA's updates.

Many of our collaborating organizations also tweeted and posted their own information and activities during Wellness Week.

WEB SITE TRAFFIC

Throughout the promotion of Wellness Week, SAMHSA experienced increased traffic to <http://www.samhsa.gov/wellness>. From August to September, the number of page views per unique visitor doubled and the site average visit length nearly doubled. Below are the Web highlights:

- ≈164 percent increase in average visits per day (422 in September compared to 159 in August).
- ≈155 percent increase in visits (13,091 in September compared to 5,112 in August).
- ≈110 percent increase in unique visitors (5,015 in September compared to 2,393 in August).
- ≈110 percent increase in visitors who visited more than once (1,424 in September compared to 678 in August).
- ≈77 percent increase in hits to the home page (6,607 in September compared to 3,737 in August).

STRATEGY #3: FORGING PARTNERSHIPS

A significant strategy in our 2011 plan was to generate collaborations and recruit champions to help us promote our messages and mobilize communities.

As mentioned earlier in this report, SAMHSA and FDA/OWH aligned its Wellness efforts with the **Million Hearts** campaign in September 2011. By becoming a major campaign partner, SAMHSA's Wellness Initiative will continue to address premature death among people with mental and substance use disorders by focusing on preventing the leading causes of death—heart disease and stroke—and incorporating the Eight Dimensions of Wellness into recovery and everyday life.

The following are the other relationships seeded and cultivated during 2011:

- **SAMHSA's National Recovery Month Planning Partners**—We presented to the National Recovery Month Planning Partners in March and participated in two National Recovery Month news conferences to promote National Wellness Week.
- **SAMHSA/HRSA Center for Integrated Health Solutions and SAMHSA's 56 Primary and Behavioral Healthcare Integration Grantees**—We established a memo of understanding with the **National Council for Community Behavioral Healthcare**, which facilitates the SAMHSA/HRSA Center, to regularly promote campaign messages to the grantees for use in their clinics. We participated in a Webinar of the grantees to promote National Wellness Week and to share the educational resources highlighted previously. We also provided template media tools (traditional and social) for use by local grantees to promote wellness and National Wellness Week.
- **New Organizations Represented on Steering Committee**—We grew our Wellness Steering Committee to include representation from Faces and Voices of Recovery (FAVOR), Wellness Recovery Action Plan (WRAP), National Association for Children of Alcoholics, Texas Department of State Health Services, American Association on Health and Disability, and Association of Persons Affected by Addiction.
- **Healthy People 2020**—We met with staff from Healthy People 2020 to share our mutual goals and objectives and discuss synergies for further alignment. This conversation will continue as each organization evolves its strategies in support of the Million Hearts campaign.
- **National Association of County Behavioral Health and Developmental Disability Directors**—We participated in a Webinar to promote National Wellness Week and to share the educational resources highlighted previously. We also provided template media tools (traditional and social) for use by local directors to promote wellness and National Wellness Week.

We are always looking to grow the national and community collaborations of SAMHSA's Wellness efforts. If you are interested, please contact wellness@samhsa.hhs.gov or call 202-248-5462 to start the conversation.



SAMHSA's WELLNESS INITIATIVE

Next Steps

In 2012, our efforts will continue to focus on our core strategies to motivate individuals, organizations, and communities to incorporate the Eight Dimensions of Wellness as part of recovery and everyday life. We will develop more educational resources that help us to deepen the reach of our message distribution at the community level. Finally, we will continue to grow our partnerships with the FDA/OWH and Million Hearts, as well as many national, State, and community organizations committed to wellness.

CALL TO ACTION

Our call to action is simple: Pledge for Wellness.

Join us as we work toward incorporating wellness into our lives and our culture, decreasing heart attacks, strokes, diabetes, lung disease, and death. Take a whole-person approach to recovery so that all people can pursue a happy, full, and satisfying life in the community.

JOIN US

- Visit <http://www.samhsa.gov/wellness>, take the Pledge for Wellness, and sign up for our electronic update to stay informed as more information and community program tools become available.
- Consider how you, your organization, or your community could activate your Pledge for Wellness, sharing messages about one or more of the Eight Dimensions of Wellness and identifying ways to improve cardiovascular health and other factors contributing to premature death.
- Contact us at wellness@samhsa.hhs.gov to discuss a partnership or collaboration opportunities.



NATIONAL WELLNESS WEEK Photo Gallery



Thanks to the following organizations for sharing their photos:
Transformation Empowerment Center
Consumer Network Services of Michigan, Waterford, MI
Marc Center, Mesa, AZ
Pacific Clinics, Santa Fe Springs, CA
SAMHSA, Rockville, MD



ENDNOTES

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